

County Report August 2014

Councillor John Reynolds

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Greater Cambridge City Deal

The Deal Document for the Greater Cambridge City Deal was signed in June. Work is continuing to establish the governance framework agreed in the deal; this will be the subject of a Member decision towards the end of 2014 and established by the end of the calendar year. The decision on the investment programme is due to be taken in January 2015 within the new governance framework, with substantial amounts of work being undertaken in the meantime to further define options and determine the relevant business cases.

Connecting Cambridgeshire

Connecting Cambridgeshire has been awarded £75,000 from the Women and Broadband Challenge Fund, launched by the Government Equalities Office and the Department for Media, Culture and Sport to help women work effectively, access new markets and grow their business online.

Women-led businesses now represent 20% of all small and medium sized businesses (SMEs) in the UK. Connecting Cambridgeshire is already helping hundreds of SMEs get grants and advice to improve their broadband connections and use digital technology through the [Destination Digital](#) project.

The six month programme will be launched in September to provide practical help for up to 1500 women to improve their digital skills, grow or set up businesses, and gain support from existing women's business networks. An online resources pack providing useful information, events and contacts for women in business will be available at www.destinationdigital.info

Summer Reading Challenges

Two summer reading challenges, [Mythical Maze](#) and [ImagiNation](#), are taking place this summer. The challenges encourage children aged 4 -11 and 11 - 16 respectively to read books during the summer holiday and around 6000 children in Cambridgeshire are expected to take part in the Mythical Maze challenge. ImagiNation is a new partnership project between the libraries of Bedford Borough, Cambridgeshire, Central Bedfordshire, Essex, Hertfordshire, Luton, Norfolk, Peterborough, Southend and Thurrock and is supported using public funding by the National Lottery through Arts Council England.

Household Recycling Service Review

A number of options were presented to the Highways and Community Infrastructure Committee on 15 July, the details of which can be found at this link: <http://www2.cambridgeshire.gov.uk/CommitteeMinutes/Committees/AgendaItem.aspx?agendaItemID=10024>. The options have been developed considering the experiences of other Authorities where similar measures have been implemented, together with input from our District and City Council collection partners and our PFI Contractor to consider the likely financial savings achievable and any risks and implications in their delivery; these include any increased costs to those Authorities which may result from any increases in fly-tipping or with AmeyCespa through changes to the PFI Contract.

To help inform the service review an initial public consultation exercise with existing users of the service will be undertaken in August. Wider consultation will then commence in August and September, together with more detailed discussions with our partners and PFI Contractor, and the analysis will be presented to the committee for further consideration in the autumn.

Waste PFI contract

The Environment Agency is investigating a category 1 pollution incident at AmeyCespa's In Vessel Composting (IVC) facility Waterbeach waste management plant. IVC input waste is now being transported from AmeyCespa sites at Alconbury, March and Waterbeach to other composting facilities around the country to be composted. Currently there is no change to the delivery locations for the Waste Collection Authorities. The Asset and Commissioning service are presently gathering further information from AmeyCespa and the Environment Agency and gaining advice from our technical experts and legal department.

Tour De France - Monday 7th July

Cambridgeshire proudly hosted the Tour De France on Monday 7 July. Massive crowds, an electric atmosphere and lifelong memories were created as Stage 3 of the Tour de France started in Cambridge. The peloton began its journey by parading through Cambridge past St John's, Trinity and King's, before officially starting the stage as they left the city on Trumpington Road. Travelling through South Cambridgeshire, they took in beautiful villages such as Great Shelford, Hinxton and Ickleton on roads lined with spectators before leaving the county on their way to London.

While the Tour de France has now left the UK, its legacy continues through the Vélo Festival which celebrates cycling in Cambridgeshire through culture and sport and which now features more than 120 events taking place across the county through to September.

Ely Southern Bypass

Further work has been undertaken to review the feasibility of the alternative solution supported by English Heritage and other objectors, which includes deepening and widening the existing underpass. In line with the initial assessment of this option, a leading contractor has confirmed that there are very significant risks associated with this option and that they would not be prepared to tender for this scheme should it proceed. This has been further verified as a very high risk option by an independent expert witness from the Institution of Civil Engineers.

The Heritage Impact assessment in the Environmental Statement has been reviewed in light of legal rulings and new planning guidance issued recently, along with the sustainability of a "do nothing" scenario.

The further review work has now been submitted formally as addenda to the Environmental and Planning Statements in the application. Formal consultation on the amendments is now being undertaken by planners. The consultation will run until the end of July and it is expected that the matter will be considered by the planning committee in September.

We have been informed that a Holding Direction will be issued by the Secretary of State before the committee. This means that the committee may make a recommendation but a decision cannot be implemented until the Secretary of State decides that the County Council can determine the application and lifts the holding notice or, if the application is called in, the outcome of a public inquiry is known.

The normal deadline for decisions on a call-in is 21 days, however we have also been informed that that this case may take longer due to the level of interest in the proposal. Furthermore, we have also been told that there is currently some delay in setting up public inquiries; the time scale for proceeding with the scheme is therefore somewhat uncertain.

Cycle Barometer, Gonville Place

On Friday, 4 July, three days before the Stage 3 'depart' of the Tour de France, a new Cycle Barometer was switched on next to the starting line at Gonville Place. The chosen location has lots of cycle traffic and can be seen by motorists, and the barometer is placed just off-road as it tends to be more accurate with only cycles going over the detector loops. It is sponsored by Marshalls and Cambridge News and the £15,000 cost was funded by the sponsors and the EU Bike Friendly Cities project. The Danish company Vekso are makers of the Barometer which shows the daily and annual rate of cyclists passing by.

Huntingdon Road and Hills Road cycle way schemes

The Huntingdon Road and Hills Road segregated cycle lane proposals, funded by the Department for Transport's Cycle City Ambition scheme, were approved by the Economy and Environment Committee on 8 July.

Approval had been deferred at the previous Committee meeting on 27 May as some members had concerns over aspects of the design. Officers worked closely with disability groups to ensure the design of the floating bus stops (where the cycle lane runs behind the bus boarding area) would be clear and consistent. Changes included making the bus boarders wide enough to accommodate bus shelters and wheelchair movements and central islands would be removed or narrowed to allow vehicles to overtake stationary buses at bus stops. A new splay kerb design was developed which would ensure cyclists could enter or exit the lane safely from the carriageway.

All road users should benefit from being segregated from each other and there should be a reduction in pavement cycling as a result.

River Cam Cycle and Foot Bridge between Abbey and Chesterton

Public consultation on plans for a new cycle and pedestrian bridge over the River Cam in Cambridge took place from 30 June to 28 July. The £4m bridge would link the Abbey and Chesterton wards and be funded by developer contributions, regional funding and possibly the City Deal. Views are being sought on three different types of bridge, and on siting the bridge at one of two locations to the east of the existing railway bridge. Further public consultation will be undertaken at the detailed design stage. It is hoped the bridge will open in 2016/17.

Details can be found at:

http://www.cambridgeshire.gov.uk/info/20051/transport_projects/62/cambridge_science_park_railway_station/2?utm_source=ccc&utm_medium=twitter

Cambridge Park & Ride Parking Charge

The £1 daily parking charge was introduced on 22 July at each of the five Cambridge Park and Ride sites. Customers will benefit from faster credit / debit card transactions as the machines are now broadband enabled rather than communicating via GPRS mobile phone technology. Signage on all sites has been installed advising customers about the new system.

Daily tickets can be purchased from ticket machines outside the main buildings on the sites. Discounted ticket deals can be purchased online in advance or using mobile phones, helping customers to buy tickets at a time convenient to them. A pay per usage function has been added to the online options which automatically deducts the cost of the parking they have incurred at the end of each month.

The Park & Ride website has started to inform customers of the changes due and posters and press releases will continue this in the coming weeks.

Local Sustainable Transport Fund £1m additional funding for 2015/16.

Cambridgeshire County Council has been successful in its bid for £1m from the Department of Transport Local Sustainable Transport Fund (LSTF). This funding will help to deliver a programme of smarter travel measures aimed at 'Getting Cambridgeshire to Work'.

Cambridgeshire has been the fastest growing County over the past decade and with growth set to continue, the aim is to get more people out of their cars and using healthy active forms of travel; this funding will help in supporting more people to take the bus, train, walk or cycle.

The funding will be available in 2015/16 and will enable smarter travel to be embedded in our communities and areas where growth is planned. The programme will focus on key corridors and travel to work areas, and complement work planned through City Deal and Growth Deal to provide a more comprehensive network for walking, cycling and public transport, and ensure efficient and reliable access to key destinations for employment and services. A programme will be developed in the A10 South corridor, the A428 Corridor and the Wisbech Travel to Work area. The 2015/16 LSTF programme will allow us to maximise the impact of the investment in each of the areas, complementing funding from other sources such as City Deal in the Cambridge area.

Ofsted Inspection of services for children in need of help, protection, children looked after and care leavers

Ofsted undertook their inspection of Childrens Services in June and the provisional grading indicates that Cambridgeshire have moved from 'inadequate' to 'good' which is reflective of the amount of hard work and commitment staff have demonstrated to improving services since the previous inspection in 2012. The result will be officially confirmed in August and a separate briefing will be issued.

Cambridgeshire's first Making it Real action plan

The County Council has co-produced its first Making it Real action plan. Making it Real is a framework developed by the Think Local, Act Personal (TLAP) partnership (the sector wide commitment to transform adult social care through personalisation and community-based support). Making it Real is built around six key themes and a series of 'I' statements (Markers for Change). These express what people want to see and experience and what they would expect to find if personalisation is really working well. Making it Real highlights the issues most important to the quality of people's lives. It helps the sector take responsibility for change and publicly share the progress being made.

Cambridgeshire's first Making it Real action plan focuses on improving the Council's information and advice offer. It was co-produced after consultation with people accessing its social care services, carers and provider organisations. The action plan for Cambridgeshire will be posted on the TLAP Making it Real website, linked to the County Council website. The Adult Social Care directorate will review progress against its Making it Real action plan after six months through consultation with all the stakeholder groups and will post a report on the TLAP website to confirm progress to date.

Mental Health Social Care Commissioning Strategy for Adults and Older People

The draft Mental Health Social Care Commissioning Strategy for Adults and Older People will be presented to the Adults Committee in November; this will include the feedback we have received from service users and carers through on what they need to keep their mental health and independence. The Strategy will influence what the County Council commission from the voluntary and community organisations and what we specify in the Section 75 Partnership agreement with Cambridgeshire and Peterborough NHS Foundation Trust (CPFT) in the future in the context of the Council's 'Transforming Lives New Model of Social Work and Social Care'.

To support the delivery of the strategy, we are now establishing a working group that will focus on how the new model can be implemented in mental health. The new model is made up of three tiers:

Tier 1: Help to Help Yourself

Tier 2: Help When You Need it

Tier 3: Ongoing support for Those Who Need It

The working group will include members from both voluntary and community organisations and CPFT, as well as service user and carer representation, to ensure that we can work together on delivering the Mental Health Social Care

Securing Pupil Premium

The Education Welfare Benefits team have been working on supporting schools with the upcoming Universal Infant Free School Meal scheme since March 2014. The team implemented guidance issued by the Children's Food Trust toolkit to create a new Free School Meal / Pupil Premium application form. A copy of the application form can be downloaded on school websites and the Education Welfare Benefits (EWB) web pages for those accessing the service via the Council's website. The EWB web pages were also updated with further information about the Universal Free School Meals and the impact on pupil premium.

Better outcomes for children and young people and their families with special educational needs and disability discussion paper

We are keen to design our services around the outcomes that are important to children and young people with Special Educational Needs and Disability (SEND) and their families. A discussion paper will be shared with a full range of partners and service users to gauge their views on our proposed commissioning principles and how we might put these into practice, and this feedback will inform our commissioning strategy for SEND over the next 5-10 years.

The discussion paper describes the four commissioning principles and how these can be put into practice. The principles and practice are aligned closely to other key local authority strategies and approaches that aim to address needs early to improve outcomes and life chances for some of our most vulnerable young people and their families. Our aim is to enable families to build on their strengths, have high aspirations, and utilise the assets available within their community to improve opportunities and achievements for their children with SEND. Similarly, our aim is also to enable educational settings and other providers to work effectively together and share best practice so that they can meet the needs of young people with SEND and provide support to their families.

Pinpoint to provide parent participation and feedback

Following the closure of a Young Lives in December 2013 the parents' participation organisation lost its supporting body that employed staff on its behalf. Supported by the Council, Pinpoint was then hosted by Children's Links whilst Pinpoint applied to become a charity in its own right. This process has been successful and Pinpoint Cambridgeshire is now funded by the Council in its own right to provide participation and feedback for parents in Cambridgeshire.

Carers Away Day 2014

The Carers Away Day 2014 is being held on Friday 3rd October from 10am to 4pm at the Marriott Hotel in Huntingdon. This free annual event provides carers with the opportunity to take part in informal discussion groups with expert speakers, relax, get creative and have fun by taking part in a range of afternoon activities, and to visit the information and advice stands. Lunch and refreshments are provided. This is an opportunity to meet other carers and share stories and experiences.

Japanese visitor to Cambridge – Tuesday 26th August 2014

A Mr Naoyuki Kubota has been chosen by the Japanese Ministry of Internal Affairs and Communications to visit England this summer as a part of the Ministry's overseas dispatch program. He has worked for various divisions of the Welfare Department at Takasaki City Hall, Japan for 8 years. He has chosen Cambridge for three aspects of his research because he feels we are well advanced in these subjects.

1. Care Management systems in the UK
2. Systems for prevention of abuse in the UK
3. What strategies/systems are in place to assist disabled persons and aged persons to move from reliance on large-scale nursing care facilities to a home-base system of care

Change4Life '10 Minute Shake Up' 2014

Change4Life & Disney have teamed up to help kids have fun and move more. The '10 Minute Shake Up' hopes to reach 250,000 children in the UK to participate in at least one extra burst of activity every day, to increase parents awareness of the health benefits of physical activity, and encourage 150,000 families and 300,000 children to sign-up to the campaign. The campaign will launch on national TV in July, led by Public Health England. Cambridgeshire County Council is encouraging local events planners to start ordering resources and putting events on to the events finder now; we will also be promoting the campaign at local events.

Annual Public Health Report 2013/14

The Annual Public Health Report for Cambridgeshire 2013/14 is now available at:
http://www.cambridgeshire.gov.uk/downloads/file/2944/annual_public_health_report.

The focus of the Report is on the new national Public Health Outcomes Framework (PHOF) which provides us with detailed information on how well Cambridgeshire is doing compared with other areas for a range of health outcomes, as well as the lifestyle and environmental factors which influence health. The Report also demonstrates inequalities in health outcomes between districts, and identifies opportunities for action to address health outcomes and inequalities of concern.

Joint Strategic Needs Assessment

The July Key issues briefing included an overview of the purpose of the Joint Strategic Needs Assessment (JSNA) and information about recent work. On July 10th the Health and Wellbeing Board approved the following JSNA reports:

- JSNA Summary Report: www.cambridgeshireinsight.org.uk/jsnasummaryreport
- Carer's JSNA www.cambridgeshireinsight.org.uk/jsna/carers
- Older People – primary prevention of ill health JSNA
www.cambridgeshireinsight.org.uk/primary-prevention-ill-health-older-people2014
- Older People's Mental Health JSNA
www.cambridgeshireinsight.org.uk/joint-strategic-needs-assessment/current-jsna-reports/older-peoples-mental-health-2014

The Health and Wellbeing Board agreed to review the Joint Health and Wellbeing Strategy (2012-2017) in order to update the strategy following JSNA work completed in 2013 and 2014.

Local Authority Health Profiles 2014

Public Health England released the annual Health Profiles for local authorities in July. The profiles present an important set of indicators relating to the wider determinants of health and health outcomes for each upper and lower-tier local authority in England. Indicators cover 'our communities', 'children's and young people's health', 'adults' health and lifestyle', 'disease and poor health', and 'life expectancy and causes of death'. As a county, Cambridgeshire remains a healthy place to live, faring well compared to the England average for most indicators, albeit with variation by district and pockets of deprivation in some areas. In the 2014 profile, Cambridgeshire were rated worse than the England average for just 2 out of 32 indicators: incidence of malignant melanoma and people killed or seriously injured on roads. The incidence of malignant melanoma may be influenced by better identification of cases, both medically and through increased awareness in the population, for example. The rate of people killed or seriously injured on the county's roads is partly influenced by the high levels of through-traffic on major roads through the county; casualty rates per vehicle kilometre travelled are actually lower than the national average. A local briefing has been written summarising the profiles and providing more detailed interpretation at county and district level. The briefing and links to all of the local authority profiles can be found at <http://www.cambridgeshireinsight.org.uk/health/profilesdata/lahealthprofiles>

Standardised tobacco packaging

On the 26th June the Government published a consultation on the introduction of regulations for standardised packaging of tobacco products. The consultation will inform decision-making by the Department of Health and Devolved Administrations on whether to introduce standardised packaging. Views were requested from interested people, businesses and organisations. The aim of introducing standardised packaging is to reduce the tobacco package's visual identity and appeal as an advertisement for the product. The response agreed at Cambridgeshire County Council Health Committee on July 10th can be found at this link: <http://www2.cambridgeshire.gov.uk/CommitteeMinutes/Committees/AgendaItem.aspx?agendaItemID=9996>.

Healthcare Public Health Advice to NHS Cambridgeshire and Peterborough Clinical Commissioning Group

Provision of a healthcare public health advice service to the local NHS commissioning organisation (the Clinical Commissioning Group) is one of a limited number of statutory public health services to be provided by upper tier Local Authorities. The types of work provided by the County Council public health team include clinical advice in the development of treatment prioritisation policies and advice on individual patient treatment funding requests, public health advice on CCG commissioning plans and service redesign, evidence reviews and service evaluations and specialist public health analytical and epidemiological services.

The Memorandum of Understanding (MOU) between the County Council and the CCG for the service to be provided in 2014/15 and the review of work undertaken in 2013/14 was presented to the County Council's Health Committee in July. The Committee approved both items, suggesting some useful minor amendments to the MOU. The report and MOU can be found at

<http://www2.cambridgeshire.gov.uk/CommitteeMinutes/Committees/AgendaItem.aspx?agendaItemID=9994>.

Ebola Virus Disease in West Africa

Public Health England (PHE) is monitoring the Ebola Virus Disease (EVD, Ebola) outbreak in West Africa, however the risk to the UK remains very low. Ebola is a form of viral haemorrhagic fever and currently more than 1000 cases have been reported in Guinea, Liberia and Sierra Leone, of which there have been more than 650 deaths. This is the first documented Ebola outbreak in West Africa, and it is the largest ever known outbreak of this disease.

Within the UK, PHE has informed medical practitioners about the situation in West Africa and requested they remain vigilant for unexplained illness in those who have visited the affected area, and actions to take in the event of a possible case. PHE has also provided advice for humanitarian workers planning to or currently working in areas affected, and published a risk assessment of the current Ebola outbreak for the UK resident population and UK citizens in West Africa along with a factsheet of general information.

Advice has already been issued to Immigration Removal Centres on carrying out health assessments for people who may have previously been in Ebola outbreak areas within the preceding 21 days. In light of the ongoing outbreak, PHE will continue to liaise with the Border Agency and Port Health, to update guidance for staff working in airports and ports. The risk of any traveller to West Africa contracting Ebola is very low, without direct contact with the blood or body fluids of an infected person

Time Credits

This three year programme, in which people can earn credits for time they give to their local community has now begun. The credits can be spent on a range of activities, everything from gym sessions, to an after school club, to visiting the Tower of London. Spice social enterprise will be our delivery partners for this programme, which we are jointly funding with CHS Group. We will begin by growing the early work in Wisbech, then next year bring the programme to North and East Cambridge, rolling out further across the county in subsequent years. Our three key priorities are; supporting older people, strengthening families and supporting people into employment.

Smarter Business Programme – Property Rationalisation Update

The project to close Castle Court is on target to be completed by the end of 2014. All directorates have been allocated zones within the Shire Hall / Octagon building for their services and have been working on how they will use their space based on the average 5:10 desk to staff ratio. Workshops and training session are running to support staff with not only the move, and to further support services with this new way of working regular messages are updates are shared via the Daily Blog twice a week.

Our Place

Two areas in Cambridgeshire - Eynesbury in St Neots and Waterlees in Wisbech - have got through the next round of the Government's Our Place programme, managed by Locality. Each area has been awarded £10,000 to see how services and budgets can be reconfigured around the needs of local people, led by Cambridgeshire County Council and Fenland District Council respectively. Work will be taking place in both areas with partners, councillors and communities to develop an operational plan by the end of the year.

Digital transactions

Online skip permit applications and renewals went live on 8th July; this enables all skip companies to apply and pay online. The take up is proving successful with a notable decrease in calls to the Contact Centre of approximately 100 per week.

Online concessionary bus applications continue to increase; in June 46% of total new applications have been carried out online compared to 23% in January.

UPCOMING MEETINGS

Public County Council meetings in August

Members of the public are welcome at the following meetings:

DATE	TIME	MEETING	VENUE
19th	10.00 am	Highways and Community Infrastructure Committee	Shire Hall, Cambridge
20th	10.30 am	Joint Development Control Committee: Cambridge Fringes	The Guildhall, Cambridge CB2 3QJ
27th	2.00 pm	Northstowe Joint Development Control Committee (provisional)	South Cambridgeshire Hall, Cambourne CB23 6EA

DATE	TIME	MEETING	VENUE
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All or part of these meetings are likely to be held in private on the grounds that they are considering exempt information under Part 1 of Schedule 12A of the Local Government Act as amended, and that it would not be in the public interest for this information to be disclosed.

Public County Council meetings in September (please note, dates are provisional)

Members of the public are welcome at the following meetings:

DATE	TIME	MEETING	VENUE
2nd	11.00 am	Staffing and Appeals Committee (provisional)	Shire Hall, Cambridge, CB3 0AP
2nd	2.00 pm	Constitution and Ethics Committee	Shire Hall, Cambridge
4th	10.00 am	Planning Committee	Shire Hall, Cambridge

9th	10.00 am	Community Safety Strategic Partnership	Police HQ, Hinchingsbrooke Park, Huntingdon, PE29 6NP
9th	10.00 am	General Purposes Committee	Shire Hall, Cambridge
9th	2.00 pm	Adults Committee	Shire Hall, Cambridge
10th	10.00 am	<i>Children's Trust Board – likely to be workshop rather than formal meeting</i>	
11th	9.30 am	Pension Fund Board	Shire Hall, Cambridge
11th	2.00 pm	Health Committee	Shire Hall, Cambridge
16th	10.00 am	Economy and Environment Committee	Shire Hall, Cambridge
16th	2.00 pm	Children and Young People Committee	Shire Hall, Cambridge
17th	10.30 am	Joint Development Control Committee: Cambridge Fringes	The Guildhall, Cambridge CB2 3QJ
18th	10.00 am	Local Government Shared Services Joint Committee	Stanton House, Huntingdon, PE29 6XL
23rd	10.00 am	Highways and Community Infrastructure Committee	Shire Hall, Cambridge
23rd	2.00 pm	Audit and Accounts Committee	Shire Hall, Cambridge
24th	10.00 am	Northstowe Joint Development Control Committee (provisional)	South Cambridgeshire Hall, Cambourne CB23 6EA

All or part of these meetings are likely to be held in private on the grounds that they are considering exempt information under Part 1 of Schedule 12A of the Local Government

Act as amended, and that it would not be in the public interest for this information to be disclosed.

DATE	TIME	MEETING	VENUE
2nd	10.00 am	Service Appeals Sub-Committee [information relating to any individual] (provisional)	Cambridge or March
11th	9.40 am	Pension Fund Board Investment Sub-Committee [information relating to the financial or business affairs of any particular person (including the authority holding that information)]	Shire Hall, Cambridge
18th	10.00 am	Service Appeals Sub-Committee [information relating to any individual] (provisional)	Cambridge or March
30th	10.00 am	Service Appeals Sub-Committee [information relating to any individual] (provisional)	Cambridge or March

– if you have any issues, please contact me at: 4 Hollytrees, Bar Hill, CB23 8SF. Tel 01954 200571. J.E.Reynolds@Ntlworld.com

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